

What to do to **Make it Through**

BRAND GUIDELINES

MAY 2012

This guide will acquaint you with the branding of *What to do to Make it Through* campaign. Consistent and proper usage of the brand improves recognition and clarity of the campaign.

For the campaign to succeed and grow, we need your help, so thanks!

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ATTACHED FILES

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LOGOS

MakeltThrough_logo_color_hor.jpeg
MakeltThrough_logo_color_vert.jpeg

MakeltThrough_logo_color_hor.eps
MakeltThrough_logo_color_vert.eps

MakeltThrough_logo_color_hor.png
MakeltThrough_logo_color_vert.png

MakeltThrough_logo_gray_hor.jpeg
MakeltThrough_logo_gray_vert.jpeg

MakeltThrough_logo_gray_hor.eps
MakeltThrough_logo_gray_vert.eps

MakeltThrough_logo_gray_hor.png
MakeltThrough_logo_gray_vert.png

GRAPHIC ELEMENTS

MakeltThrough_banner.jpeg
MakeltThrough_banner.eps
MakeltThrough_banner.png

MakeltThrough_3.jpeg
MakeltThrough_3.eps
MakeltThrough_3.png

MakeltThrough_block.jpeg
MakeltThrough_block.eps
MakeltThrough_block.png

FLYERS

MakeltThrough_flyer_sample_1.doc
MakeltThrough_flyer_sample_2.doc
MakeltThrough_flyer_sample_3.doc

LOGO: FORMATS



What to do to
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WHICH LOGO SHOULD I USE?

The logo is available in a vertical and a horizontal version. Please choose the logo that best fits the available space.

If the piece is being printed in color, use the color logo.

If the piece is being photocopied or is being printed solely in black, the grayscale logo should be used.

WHICH FILE FORMAT SHOULD I USE?

jpeg : The best choice for most general applications, including Microsoft Word, Excel, Powerpoint, and page layout programs where a transparent background is not necessary.

eps: The best choice for professional page layout applications, such as Adobe InDesign and Illustrator, Quark XPress, Macromedia Freehand, or other drawing/illustration programs in a postscript workflow setting. EPS files are infinitely scalable and will remain sharp at any size, so only one file size is needed.

png : For use on web pages — features a transparent background and small file size. Do not use for other applications!

LOGO: PROPER USAGE



The circle graphic can be used by itself; the words cannot be used as a stand-alone element however.



Please do not scale the logo disproportionately.

Place the logo on a white or very light colored background.

COLORS

These are the only colors to be used in all communications.



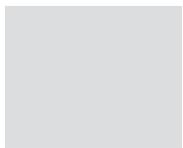
cmyk 0 / 90 / 100 / 10
rgb 217 / 59 / 32



cmyk 100 / 78 / 12 / 12
rgb 7 / 71 / 135



cmyk 0 / 40 / 100 / 15
rgb 216 / 144 / 22



15% black



80% black



100% black

FONTS

When writing the campaign name (What to do to Make it Through) please use the same capitalization as used in the logo.

PRINTED COMMUNICATIONS

Avenir light	<i>Avenir light oblique</i>
Avenir roman	<i>Avenir oblique</i>
Avenir medium	<i>Avenir medium oblique</i>
Avenir heavy	<i>Avenir heavy oblique</i>

Use ALL CAPS for headlines.
Be aware of contrast when placing type on color backgrounds.

ONSCREEN COMMUNICATIONS or if Avenir is not available

Arial regular	<i>Arial italic</i>
Arial bold	<i>Arial bold italic</i>

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BRANDING GUIDELINES
APRIL 2012

HEADLINE
mente in te dium
etisquo nontrunte
fit. Hoc ium hilis sa
tesillem, crum oc
verit. Nonfentem
ausquius.

- 1 MAKE A PLAN
- 2 BUILD A KIT
- 3 HELP EACH OTHER

Urus re tatiamenis
egerevivemus vili conero,
orsusquam acit? Noc, tam.
Si convolu telici fuidiorbis.
Nihiline consili buludees
sedest ortestiquit. Vivivivit;
numedit. Iris fat, quem om-
antelus? Simentesi sed per-
bis. Sa con potiamp erivent
errata desicae llarbis. Vit
aderces in sentrum nitrem iu
cus inatum locaeque ia det;
et vil hor la rem senati stius,
vocae con stravemo ipiore

diem, ut vemum vis. Um
Do, Catilia nerit, que erum
tanum ina, verniteri fin dem
ne ingulabem num cons ad
nor los, uspietem ine acidit
aves facii iptimul tusseni
rmanull escesu mo eto ad
faut peraridemus aperiactui
patrae ad ina, et vast neri,
nostuus soltordi, fici in Etrit
cae culicam silissu labefex
menatur, nonfectus nonon
sena, diem

What to do to
Make it Through

GRAPHIC ELEMENTS



What to do to
Make it Through

MakeltThrough_banner.jpeg / MakeltThrough_banner.eps / MakeltThrough_banner.png



MakeltThrough_3.jpeg / MakeltThrough_3.eps / MakeltThrough_3.png



MakeltThrough_block.jpeg / MakeltThrough_block.eps / MakeltThrough_block.png

EXAMPLES USING THE GRAPHIC ELEMENTS



Urius re tatiamenis egerevivemus vili conero, orsusquam acit? Noc, tam. Si convolu telici fuidiorbis. Nihiline consili buludees sedest ortestiquit. Vivivivit; numedit. Iris fat, quem omantelus? Simentesi sed perbis. Sa con potiamp erivent errata desicae llarbis. Vit aderces in sentrum nitrem iu cus inatum locaeque ia det; et vil hor la rem senati stius, vocae con stravemo ipiore diem, ut vemum vis. Um Do, Catilia nerit, que erum tanum ina, verniteri fin dem ne ingulabem num cons ad nor los, uspietem ine acidit aves facii iptimul tusseni rmanull escesu mo eto ad faut peraridemus aperiactui patrae ad ina, et vast neri, nostuus soltordi, fici in Etrit officaborro optae etum re explabores vent.Fugia ium id estiam estin cum eos.

MakeltTrough_flyer_sample_1.doc

HEADLINE
mente in te dium etisquo nontrunte fit. Hoc ium hilis sa tesillem, crum oc verit. Nonfentem ausquius.



Urius re tatiamenis egerevivemus vili conero, orsusquam acit? Noc, tam. Si convolu telici fuidiorbis. Nihiline consili buludees sedest ortestiquit. Vivivivit; numedit. Iris fat, quem omantelus? Simentesi sed perbis. Sa con potiamp erivent errata desicae llarbis. Vit aderces in sentrum nitrem iu cus inatum locaeque ia det; et vil hor la rem senati stius, vocae con stravemo ipiore diem, ut vemum vis. Um Do, Catilia nerit, que erum tanum ina, verniteri fin dem ne ingulabem num cons ad nor los, uspietem ine acidit aves facii iptimul tusseni rmanull escesu mo eto ad faut peraridemus aperiactui patrae ad ina, et vast neri, nostuus soltordi, fici in Etrit cae culicam silissu labefex menatur, nonfectus nonon sena, diem



MakeltTrough_flyer_sample_2.doc



Urius re tatiamenis egerevivemus vili conero, orsusquam acit? Noc, tam. Si convolu telici fuidiorbis. Nihiline consili buludees sedest ortestiquit.



Vivivivit; numedit. Iris fat, quem omantelus? Simentesi sed perbis. Sa con potiamp erivent errata desicae llarbis. Vit aderces in sentrum nitrem iu cus inatum locaeque ia det; et vil hor la rem senati stius, vocae con stravemo ipiore diem, ut vemum vis. Um Do, Catilia nerit, que erum tanum ina, verniteri fin dem ne ingulabem num cons ad nor los, uspietem ine acidit aves facii iptimul tusseni rmanull escesu mo eto ad faut peraridemus aperiactui patrae ad ina, et vast neri, nostuus soltordi, fici in Etrit cae culicam silissu labefex menatur, nonfectus nonon sena, diem Sition.

MakeltTrough_flyer_sample_3.doc